

WSYX Columbus 1261 Dublin Rd Columbus, OH 43215

Sales Office

Buyer Name

Phone/Fax

Account Types

Date:

Billing Type Comments

CPE

Media Strategies & Research-Denver 1580 Lincoln St Ste 510 Denver, CO 80203-1507

1351184 Contract # Schedule Dates 10/01/12-10/07/12 Planned Parenthood Action Fund (33198) Advertiser Media Strategies & Research-Denver (1374) Agency POLITICAL ISSUE (ns) (1187) Product PLANNED PARENTHOOD ACTION FUND 2012 (42! Demo Brand HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1 Salesperson

WSYX/WTTE/ESYX/WWHO

Local/Political Issue Agency BRD

Collins,S

Weekly/Irregular

Accepted-Station:

N/A

Date Entered 08/06/12 08/06/12 Last Modified Lorie Luthman Entered By Headline #

Normal

Order Type Package Deal

Commission % 15.00 Commission \$8,317.50 Net Total \$47,132.50

Date:

Comments:

Sales Tax

CO-OP

Columbus (WSYX)			
By Broadcast Month	Spots	<u>Rate</u>	
Oct. 2012	86	\$55,450.00	
Grand Total:	86	\$55,450.00	
		SECONDARY	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tr	u W	e Th	Fr	Sa Su	ı Ş	pots	Rate	Total	Station	Comments	Entered
	Normal Line / SPOT	10/01/12-10/05/12	2		5:01A- 5:30A (EST)		1	1	1 1	. 1	1			5	\$125.00	\$625.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/01/12-10/05/12	2	:30	5:30A- 5:57A (EST)		1	1	1 1	. 1	1			5	\$125.00	\$625.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/01/12-10/05/12	2		5:58A- 6:30A (EST)		1	1	1 1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/01/12-10/05/12	2		6:30A- 6:57A (EST)		1	1	[]	. 1	1		1	5	\$450.00	\$2,250.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/01/12-10/05/12	2		6:58A- 9A (EST)		1	1	[] 1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/06/12-10/06/12	2		7:57A- 9A (EST)	1		-				х	1	1	\$250.00	\$250.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/01/12-10/01/12	3		9A- 10A (EST)	1	х	1	\pm				1	1	\$150.00	\$150.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/05/12-10/05/12	2		10A- 10:57A (EST)	1		1			х			1	\$250.00	\$250.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/02/12-10/04/12	- 2		10:57A- 12P (EST)			1	1	1				2	\$600.00	\$1,200.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/03/12-10/05/12	2		12P- 1P (EST)			t h	1		1		Т	2	\$500.00	\$1,000.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/02/12-10/04/12	2		1P- 2P (EST)			1	ı ¦	1			T	2	\$375.00	\$750.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/02/12-10/02/12	7		2:58P- 4P (EST)	1		; x	(: :				1	\$450.00	\$450.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/01/12-10/05/12	1 2		4P- 4:30P (EST)		1	Ť	1		1	: :	T	3	\$500.00	\$1,500.00	Columbus (WSYX)		8/6/12
	Normal Line / SPOT	10/02/12-10/04/12	1 2		4:30P- 5P (EST)			÷		1				3	\$500.00	\$1,500.00	Columbus (WSYX)		8/6/12
14.0	Notified Line / SPO1	10,02,12,10,04,12		,50	CON	FIF	_					TNC	R/	ACT					

B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:



WSYX Columbus 1261 Dublin Rd Columbus, OH 43215

Media Strategies & Research-Denver 1580 Lincoln St Ste 510 Denver, CO 80203-1507

1351184 Contract #

Schedule Dates 10/01/12-10/07/12

Advertiser Planned Parenthood Action Fund (33198) Agency Media Strategies & Research-Denver (1374)

Product POLITICAL ISSUE (ns) (1187)

PLANNED PARENTHOOD ACTION FUND 2012 (42! Demo Brand HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1 Salesperson

Local/Political Issue Agency BRD

Accepted-Station:

WSYX/WTTE/ESYX/WWHO Sales Office

Collins,S **Buyer Name**

Phone/Fax CPE N/A

Account Types

Date:

Comments

Billing Type Weekly/Irregular

Date Entered Last Modified

08/06/12 08/06/12

Lorie Luthman Entered By No CO-OP

Headline #

Order Type Normal

Package Deal

Commission % 15.00 Commission \$8,317.50

Net Total \$47,132.50

Date:

Comments:

Sales Tax

Columbus (WSYX) By Broadcast Month <u>Rate</u> **Spots** \$55,450.00 Oct. 2012 86 Grand Total: \$55,450.00 86

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Normal Line / SPOT	10/01/12-10/05/12	2	:30	5P- 5:30P (EST)		1	1	1	1 1	. [!	5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
	10/01/12-10/05/12	2	:30	5:30P- 6P (EST)		1	1	1	1 1		:	5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
	10/01/12-10/05/12	2	:30	6P- 6:30P (EST)		1	1	1	1 1	. !	:	5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
Normal Line / SPOT	10/01/12-10/05/12	2	:30	6:58P- 7:30P (EST)		1	1	1	1 1		!	5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
Normal Line / SPOT	10/01/12-10/05/12	2	:30	7:30P- 7:56P (EST)		1	1	1	1 1	. !		5	\$650.00	\$3,250.00	Columbus (WSYX)		8/6/12
 	10/01/12-10/01/12	2	:30	7:58P- 10P (EST)	1	x		1 1	1		-	1	\$3,200.00	\$3,200.00	Columbus (WSYX)	Dancing stars	8/6/12
·	10/02/12-10/02/12	3	:30	9P- 10P (EST)	1		Х		:	:		1	\$1,500.00	\$1,500.00	Columbus (WSYX)	Happy/Trust	8/6/12
	10/03/12-10/03/12	2	:30	10P- 11P (EST)	1	:		х	:	-	-	1	\$2,100.00	\$2,100.00	Columbus (WSYX)	Nashville	8/6/12
	10/04/12-10/04/12	2	:30	9P- 10P (EST)	1			1 1	x	-	!	1	\$3,750.00	\$3,750.00	Columbus (WSYX)	Greys	8/6/12
		2	:30	9P- 10P (EST)	1				X			1	\$900.00	\$900.00	Columbus (WSYX)	Primetime	8/6/12
		2	:30	8P- 9P (EST)	1				1	!	X	1	\$3,600.00	\$3,600.00	Columbus (WSYX)	Once upon a time	8/6/12
		2	:30	9P- 10P (EST)	1					-	X	1	\$2,500.00	\$2,500.00	Columbus (WSYX)	Revenge	8/6/12
		2	:30	11:01P- 11:35P (EST)		1	1	1	2 1			6	\$700.00	\$4,200.00	Columbus (WSYX)	LN	8/6/12
Normal Line / SPOT	10/06/12-10/06/12	3			1				-	х	: :	1	\$450.00	\$450.00	Columbus (WSYX)	LN	8/6/12
	Normal Line / SPOT Normal Line / Prime Premium Normal Line / Prime Normal Line / Prime Normal Line / Prime Premium Normal Line / Prime Premium	Normal Line / SPOT 10/01/12-10/05/12 Normal Line / Prime Premium 10/01/12-10/01/12 Normal Line / Prime 10/02/12-10/02/12 Normal Line / Prime Premium 10/04/12-10/04/12 Normal Line / Prime Premium 10/05/12-10/04/12 Normal Line / Prime Premium 10/05/12-10/05/12 Normal Line / Prime Premium 10/07/12-10/07/12 Normal Line / Prime Premium 10/07/12-10/07/12 Normal Line / Prime Premium 10/07/12-10/07/12 Normal Line / SPOT 10/01/12-10/05/12	Normal Line / SPOT 10/01/12-10/05/12 2 Normal Line / Prime Premium 10/01/12-10/01/12 2 Normal Line / Prime 10/02/12-10/02/12 3 Normal Line / Prime 10/03/12-10/03/12 2 Normal Line / Prime Premium 10/04/12-10/04/12 2 Normal Line / Prime Premium 10/05/12-10/05/12 2 Normal Line / Prime Premium 10/05/12-10/05/12 2 Normal Line / Prime Premium 10/07/12-10/07/12 2 Normal Line / Prime Premium 10/07/12-10/07/12 2 Normal Line / Prime Premium 10/07/12-10/07/12 2 Normal Line / SPOT 10/01/12-10/05/12 2	Normal Line / SPOT 10/01/12-10/05/12 2 :30 Normal Line / Prime Premium 10/01/12-10/05/12 2 :30 Normal Line / Prime 10/02/12-10/02/12 3 :30 Normal Line / Prime 10/03/12-10/03/12 2 :30 Normal Line / Prime Premium 10/04/12-10/04/12 2 :30 Normal Line / Prime Premium 10/05/12-10/05/12 2 :30 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 5:30P- 6P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6P- 6:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:58P- 10P (EST) Normal Line / Prime 10/02/12-10/02/12 3 :30 9P- 10P (EST) Normal Line / Prime Premium 10/04/12-10/03/12 2 :30 10P- 11P (EST) Normal Line / Prime Premium 10/04/12-10/04/12 2 :30 9P- 10P (EST) Normal Line / Prime Premium 10/05/12-10/05/12 2 :30 9P- 10P (EST) Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST)	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 5:30P- 6P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6P- 6:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:58P- 10P (EST) 1 Normal Line / Prime 10/02/12-10/02/12 3 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/04/12-10/04/12 2 :30 10P- 11P (EST) 1 Normal Line / Prime Premium 10/05/12-10/04/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/05/12-10/05/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 9P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 9P- 10P (EST) 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 5:30P- 6P (EST) 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) 1 Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:30P- 7:56P (EST) 1 Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:58P- 10P (EST) 1 X Normal Line / Prime 10/03/12-10/02/12 3 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/04/12-10/04/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/05/12-10/05/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/05/12-10/05/12 2 :30 9P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 9P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 9P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 11:01P- 11:35P (EST) 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 5:30P- 6P (EST) 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6P- 6:30P (EST) 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) 1 1 1 Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:58P- 10P (EST) 1 1 X Normal Line / Prime 10/02/12-10/02/12 3 :30 9P- 10P (EST) 1 X Normal Line / Prime Premium 10/03/12-10/03/12 2 :30 10P- 11P (EST) 1 X Normal Line / Prime Premium 10/04/12-10/04/12 2 :30 9P- 10P (EST) 1 1 Normal Line / Prime Premium 10/05/12-10/05/12 2 :30 9P- 10P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 9P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 9P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 1 Normal Line / Prime Premium 10/07/12-10/07/12 2 :30 8P- 10P (EST) 1 1 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 5:30P- 6P (EST) 1 1 1 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 1 1 1 Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) 1 1 1 1 1 1 Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:30P- 7:56P (EST) 1 1 1 1 1 Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:58P- 10P (EST) 1 1 X	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 1 1 1 1 5 5 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6S30P- 6P (EST) 1 1 1 1 1 1 1 1 5 5 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6F- 6:30P (EST) 1 1 1 1 1 1 1 1 1 5 5 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6F- 6:30P (EST) 1 1 1 1 1 1 1 1 1 1 5 5 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 1 1 1 1 1 1 1 5 5 Normal 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SPOT 10/01/12-10/05/12 2 :30 5P- 6:30P (EST) 1 1 1 1 1 1 5 \$600.00 \$3,000.00 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6P- 6:30P (EST) 1 1 1 1 1 1 5 \$600.00 \$3,000.00 Normal Line / SPOT 10/01/12-10/05/12 2 :30 6F- 6:30P (EST) 1 1 1 1 1 1 5 \$600.00 \$3,000.00 Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) 1 1 1 1 1 1 5 \$600.00 \$3,000.00 Normal Line / SPOT 10/01/12-10/05/12 2 :30 7:30P- 7:56P (EST) 1 1 1 1 1 1 1 5 \$600.00 \$3,000.00 Normal Line / Prime Premium 10/01/12-10/01/12 2 :30 7:58P- 10P (EST) 1 1 X 1 1 1 1 1 5 \$600.00 \$3,000.00 \$3,000.00 Normal Line / Prime 10/03/12-10/03/12 2 :30 10P- 11P (EST) 1 X 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Normal Line / SPOT 10/01/12-10/05/12 2 :30 5P- 5:30P (EST) 1 1 1 1 1 1 1 5 5 \$600.00 \$3,000.00 Columbus (WSYX) Normal Line / SPOT 10/01/12-10/05/12 2 :30 5:30P- 6P (EST) 1 1 1 1 1 1 1 1 5 5 \$600.00 \$3,000.00 Columbus (WSYX) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6F- 6:30P (EST) 1 1 1 1 1 1 1 1 5 5 \$600.00 \$3,000.00 Columbus (WSYX) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 1 1 1 1 1 1 5 5 \$600.00 \$3,000.00 Columbus (WSYX) Normal Line / SPOT 10/01/12-10/05/12 2 :30 6:58P- 7:30P (EST) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Common C

B/E	Bookend	P/B	Piggy	Back

Accepted-Agency/Advertiser:



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Media Strategies & Research-Denver 1580 Lincoln St Ste 510 Denver, CO 80203-1507

Contract # 1351184 Schedule Dates 10/01/12-10/07/12

Advertiser Planned Parenthood Action Fund (33198) Agency

Media Strategies & Research-Denver (1374)

Headline # POLITICAL ISSUE (ns) (1187) PLANNED PARENTHOOD ACTION FUND 2012 (42! Demo

HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1 WSYX/WTTE/ESYX/WWHO

Collins,S

Weekly/Irregular

CPE N/A **Account Types** Local/Political Issue Agency BRD

Billing Type Comments

Product

Salesperson

Sales Office

Buyer Name

Phone/Fax

Brand

Entered By

Date Entered 08/06/12 Last Modified

08/06/12 Lorie Luthman

No

Order Type

CO-OP

Normal Package Deal

Commission % 15.00 Commission \$8,317.50 \$47,132.50

Net Total Sales Tax

Columbus (WSYX) By Broadcast Month **Spots** <u>Rate</u> Oct. 2012 86 \$55,450.00 Grand Total: 86 \$55,450.00

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	Normal Line / SPOT	10/01/12-10/05/12	3	:30	11:35P- 12:05A (EST)		1	1	1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)	Nightline	8/6/12
							1									÷			
	l				CON	FIF	₹N	1A1	ΓΙΟ	NC	CC	N	TF	RAC	T				
ccented	-Agency/Advertiser:			Date:	Accepted-St										Date:	Comments:			